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Activities of the Department of Public Information: outreach services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 67/124 B, summarizes the key advances made by the Department of Public Information from July 2012 to February 2013 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department — strategic communications services and news services — are described in separate reports of the Secretary-General (A/AC.198/2013/2 and A/AC.198/2013/3).

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I. Introduction

1. In its resolution 67/124 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-fourth session (A/AC.198/2012/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the activities of the outreach services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period July 2012 to February 2013.

II. Towards a global engagement with the United Nations

4. The Outreach Division works to strengthen international support for the role and activities of the Organization by informing the public about the goals, priorities and concerns of the United Nations and by engaging in an interactive dialogue with its global constituencies. To fulfil its mission, the Division develops programmes, products and services for Member States, civil society, young people and the general public.

5. Numerous initiatives are carried out in alliance with a wide range of partners, including non-governmental organizations, the academic community and educational institutions, the entertainment industry, celebrity advocates (such as the Messengers of Peace), partner libraries (including depository libraries) and other representatives of civil society and the media. The Division also works to provide relevant information products and services to Member States, Secretariat staff and researchers and to support internal communications at the United Nations and among delegates. In addition, the Division promotes increased participation and involvement in the work of the United Nations through conferences, briefings, exhibitions, publications and teaching materials.

6. With the appointment in January 2013 of the Envoy of the Secretary-General on Youth, who will be based in the Outreach Division, the Department will play a key role in the further strengthening of the Organization's proactive and targeted engagement with this key constituency. The Envoy's work with the United Nations Inter-Agency Network on Youth Development in developing the United Nations system-wide action plan on youth will be guided by the World Programme of Action for Youth.

III. Increasing civil society involvement in the Organization's activities

A. Community of non-governmental organizations

7. The Department was committed to reaching out more effectively to the key constituency of non-governmental organizations by engaging and educating diverse communities of non-governmental organizations, civil society and academia with the goal of building support for United Nations priorities. Two critical priorities were the push for the achievement of the Millennium Development Goals by 2015, the target date; and greater public involvement in shaping the post-2015 development agenda, both in terms of addressing poverty and protecting the planet.

8. The weekly Thursday briefing programme held in the third quarter of 2012 and to continue in the second quarter of 2013 remained a source of education and motivation for the non-governmental community, with some 1,000 non-governmental representatives participating. The Department continued to experiment with different briefing formats aimed at encouraging greater and more diverse participation by non-governmental organizations, both in person and remotely. To this end, the adoption of social media platforms in June 2012 began to attract remote participation, with participants asking questions online in real time.

9. In November 2012, a briefing was held outside the traditional New York venues for the first time — on the campus of Lehigh University, in Pennsylvania, United States of America. The topic, "A global call to action for sustainable development: engaging young people to solve the triple-bottom-line challenge — economic well-being, environmental sustainability and social inclusion", resonated with the university community and its vibrant youth network. The Department hopes to hold more briefings on such United Nations priorities as the status of women, population, migration, climate change and global food security.

10. The engagement of non-governmental organizations with the Department's senior leadership ensured that their voices were heard on critical discussions, in particular on the post-2015 Millennium Development Goals agenda. At an October briefing, representatives of non-governmental organizations met with the new Under-Secretary-General for Communications and Public Information; late in November, they met with the President of the General Assembly to discuss increased involvement of civil society; and early in December, they met with the Deputy Secretary-General for an exchange of views on increased civil society involvement in the United Nations agenda.

11. The Department facilitates the participation, in person and using Skype, of approximately 50 non-governmental youth representatives in monthly meetings, at which participants enthusiastically discuss their work and exchange ideas, including plans for side events at key meetings, such as those of the Commission on the Status of Women.

12. Progress continued to be made in the redesign of the website with user-friendly language, continually updated content, new imagery and improved intuitive navigation in full compliance with accessibility requirements, in the implementation of social media strategy and in skills training through

communications workshops for non-governmental organizations associated with the Department.

13. Eighteen new civil society organizations from Argentina, Brazil, Greece, India, Nigeria, the United Kingdom of Great Britain and Northern Ireland and the United States were approved for association in December. This brought to 1,338 the number of non-governmental organizations associated with the Department. Although a number of Member States expressed interest in hosting the annual United Nations Department of Public Information/Non-Governmental Organizations Conference in 2012, the Department received no formal approaches. Owing to time constraints and limitations imposed by the capital master plan renovations, the Conference could not be held at United Nations Headquarters.

14. The Department continues to work with Member States, non-governmental partners and the United Nations system to explore options for holding the Conference in 2013. It continues to evaluate the effectiveness and efficiency of its outreach work with non-governmental organizations. A preliminary report of the Department's Evaluation and Communication Research Unit on the results of focus groups and an online discussion board for youth attendees considered the effectiveness of the Thursday briefing programme. Suggestions received included involving more non-governmental organizations in the briefing programme; greater promotion of the briefings on social media; greater use of online tools for information dissemination; and consistent use of webcasting, in particular for non-governmental organizations based in different time zones. Those suggestions offer valuable guidance for future activities.

B. United Nations Academic Impact initiative

15. The Department has steadily expanded its partnership with the academic community through the United Nations Academic Impact initiative. Launched on 18 November 2010 by the Secretary-General, the initiative is now over 850 members strong. Over the past two years, it witnessed a range of activities by its member institutions, enriching the vast global landscape of ideas in diverse forms: conceptual thought, practical experience, the written word and artistic expression.

16. The second anniversary of the initiative was celebrated at Linz, Austria, where members of the International Association of University Presidents, international experts and national stakeholders from 20 countries gathered at a conference held from 19 to 21 November 2012. Organized by the University of Applied Sciences, Upper Austria, the University of Education, Upper Austria, and the Caucasus University, Georgia, the conference called upon the world's academic community to strengthen collaboration with the United Nations through the United Nations Academic Impact initiative.

17. Another activity that coincided with the observance of the second anniversary of the initiative was organized in Jerusalem by Israel, in association with the initiative and the Holocaust and the United Nations Outreach Programme, from 2 to 9 December. The programme, held at Yad Vashem, the Holocaust Martyrs' and Heroes' Remembrance Authority, focused on Holocaust history, education and lessons from the Holocaust. The participants, from 10 countries in Asia, Africa and Latin America, were selected through an international competition that invited

educators and academics to present project proposals on the subject of the Holocaust for use in their respective educational institutions. The initiative participated in the seminars and held a separate meeting with Israeli scholars on the promotion of United Nations principles.

18. A few weeks earlier, Al-Farabi Kazakh National University, a member of the initiative, hosted an international conference on the theme "The changing nature of conflict in the twenty-first century" in Almaty, Kazakhstan, where participants proposed the wide use of the academic environment as one of the main tools for solving global problems, in particular with regard to the changing nature of conflict in the twenty-first century.

19. Other activities include the following:

(a) **Thirty points of dignity**. The United Nations Academic Impact initiative is collaborating with Adelphi University, United States, a member of the initiative, to promote human rights. Adelphi University and the initiative invited all initiative affiliates to celebrate Human Rights Day (10 December), at a special event on the theme "30 points of dignity". The 30 points refer to the 30 articles of the Universal Declaration of Human Rights. On 10 December, students and teachers at Adelphi University gathered in classrooms and conference halls inside the campus, where students took turns to read aloud each article of the Declaration. This was followed by discussions on the meaning of human rights and how students believed they could actively participate in their promotion and defence. A shorter version of the Universal Declaration of Human Rights, prepared by the People's Movement for Human Rights Learning, a non-governmental organization affiliated with the Department, was made available to all students;

(b) **International educational video contest**. The initiative is collaborating with the University of Buenos Aires, a member of the initiative, to organize an international video contest on sustainable development and education. The top three entries will be screened at the first International Festival of Educational Videos, to be held in Buenos Aires from 12 to 14 June 2013. All videos submitted will be donated to the initiative so that it can create a video library on the subject of sustainable development, a priority area for the United Nations and the initiative;

(c) **Fiftieth anniversary of Martin Luther King's "I have a dream" speech**. The initiative has teamed up with THE DREAM@50, a coalition of artists and art foundations, to mark the fiftieth anniversary of Martin Luther King's "I have a dream" speech, made on 28 August 1963. One of the highlights of the observance will be a series of "flash mob" dances, which will take place in cities, towns and villages throughout the world on 28 August 2013. The dance events are to be streamed on YouTube and broadcast on digital billboards in selected public places. A compilation video featuring highlights of the dances will be released on YouTube, with a feature documentary to follow;

(d) **Helping people to learn English on mobile devices and tablets**. The initiative, together with Rutgers University and Rutgers Preparatory School, United States, worked to develop mobile applications designed to help people to learn English as a second language, while acquiring knowledge about the United Nations. The applications, which include a series of lessons with supporting audio and video, incorporate quizzes and games to enhance the experience of the user while learning the English language through the study of the Organization;

(e) **Unlearning intolerance**. "Faith, dialogue and integration" was the focus of a symposium held by the initiative on 26 November 2012. Organized in association with the Permanent Mission of India to the United Nations under the initiative's "Unlearning intolerance" seminar series, the meeting coincided with the 800th *urs* (anniversary of the death) of the Sufi saint Khwaja Moinuddin Chishti; Speakers representing various faiths and cultures focused on a renewal of dialogue, with the aim of building greater understanding, harmony and collaboration;

(f) **Point Counter-Point series**. In July 2012, the initiative launched a lunchtime discussion forum at United Nations Headquarters to stimulate wide-ranging discussion on current issues and global responses. Entitled "Point Counter-Point", the discussions take the form of debates, with panellists arguing in favour of or against a motion, and an audience opinion tally taken to ascertain whether the arguments have been able to change minds. In 2012, two such debates were held, one on the role of social media (11 July) and one on the future of the world's newspapers (10 September). A third debate was held in February 2013 on the subject of governance and development. All three debates were webcast live and have been archived at webtv.un.org;

(g) **Classroom conversations**. In an endeavour to bring university and college students from different parts of the world face-to-face in conversation with the United Nations on issues of global concern, the initiative has launched a series of online and video conversations. Using videoconference tools, the conversations connect the United Nations with two or more classrooms in different parts of the world. The first such conversation took place on 12 December 2012, with students and teachers in three cities, Paris, Mexico City and New York, holding online video conversations. The topic of their conversation was the role of art in promoting human rights. Another conversation took place on 1 February and focused on climate change. Students from three cities, Almaty, Mexico City and Wilkes-Barre, United States, took part.

IV. Engaging young people

A. Model United Nations workshops

20. Building on the lessons learned from and best practices developed during the organization of three annual Global Model United Nations Conferences, the Department is now taking a more active role in supporting Model United Nations simulations worldwide. It has developed a new model of cooperation and experience-sharing which focuses on training the trainers. The first workshop was held at the end of August 2012, bringing to United Nations Headquarters some 60 students, faculty advisers and civil society and governmental representatives from 28 countries. In addition to giving Model United Nations organizers access to senior diplomats and senior United Nations staff, allowing participants to acquire a deeper understanding of how the General Assembly works, the workshop provided an opportunity for participants to become part of a new network of Model United Nations organizers. The programme will continue with the organization of two workshops per year, as well as with the production of a multimedia toolkit on how to run a Model United Nations Conference that accurately reflects the way the United Nations works. The Department is also engaged in the development of new

partnerships with Member States for the establishment of Model United Nations programmes in public schools.

Lessons learned

21. The following lessons were learned at the workshops:

(a) A "training-the-trainer" model is more effective and has greater impact than a Model United Nations Conference;

(b) In view of the high cost of travel, in order to increase participation and further maximize the impact of the workshops, regional workshops should be organized.

B. Student conferences

22. Recognizing the importance of reaching out to young people, for the fifteenth year the Department held a series of student conferences for middle- and high-school students. On 21 September 2012, the observance of the International Day of Peace was attended at United Nations Headquarters by more than 450 students and teachers from Canada, Mexico and the United States, who were joined by students in Monrovia and Juba through a video link facilitated by the peacekeeping missions in Liberia and South Sudan. The students interacted with Messengers of Peace and celebrity advocates Monique Coleman, Michael Douglas, Jane Goodall, Aishwarya Rai Bachchan, Forest Whitaker and Elie Wiesel. Under the 2012 theme, "Sustainable peace for a sustainable future", student presentations focused on the use of natural resources to finance armed conflict or how struggles over control of such resources could fuel conflict.

23. The annual United Nations student conference on human rights was held over three days from 5 to 7 December. Close to 600 students attended the conference, some having travelled to United Nations Headquarters from various schools in Canada, Mexico and the United States, while others participated remotely by way of videoconference from three sites in Canada, France and Mexico, the latter site serving as a hub for Latin America and the Caribbean, with representation from Argentina, the Plurinational State of Bolivia, Chile, Colombia, Costa Rica, the Dominican Republic, Haiti, Panama, Paraguay and Peru. Under the broad theme "The future we want: a better world through human rights", the conference explored three topics in depth: minority rights and discrimination, human rights and democracy, and human rights and sustainable development (water, waste and energy), and gave students an opportunity to make presentations to a panel of experts on a human rights campaign that they wanted to develop in their school or community.

Evaluation data on the fifteenth annual United Nations student conference on human rights

- Some 550 people clicked on the link to the dedicated Facebook page from the United Nations Twitter account, demonstrating an intense amount of interest, as posts are considered to be "popular" if more than 400 people click on a link.
- The event post on the United Nations Facebook page was seen by 20,904 people and had 479 "likes" and 91 "shares".
- An evaluation form was filled out by 16 teachers and 150 students. Responding to a question on how to improve the conference, a number of students suggested having more interaction among the students. Teacher feedback included the following:

  "We would also like to express our sincerest appreciation for this rich and amazing experience and opportunity. Our students were raving how wonderful it was and they truly enjoyed the entire three-day conference."

  "You really afforded them with a rather remarkable experience and they are forever grateful for you and all the other organizers for this once-in-a-lifetime opportunity. We are also hoping that we can continue to make this an annual experience for our students, where we can have other students participate and learn more about the projects, student leadership and concerns."

"UN4U" at Headquarters

24. In celebration of United Nations Day on 24 October, the Department organized the fifth annual "UN4U" ("the United Nations works for you") programme, during which United Nations officials visited 64 local high schools and engaged some 8,500 students on issues of importance to the Organization, with some assemblies conducted in English and Spanish.

V. Spotlighting the United Nations through the arts and entertainment

A. Creative Community Outreach Initiative

25. The Creative Community Outreach Initiative of the Secretary-General was launched to tap into the outreach potential of television and film and to serve as a one-stop shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations. A number of noteworthy projects have been undertaken since September 2012, including the following:

(a) The Department collaborated with the producers of *The Amazing Race*, a popular reality television show broadcast in the United States, on the filming of a

portion of the season finale at United Nations Headquarters. An estimated 12 million to 14 million viewers were introduced to the work of the Organization through the episode, broadcast in December 2012;

(b) Pre-production is under way on the Department's collaboration with entertainment industry partners on *Chance of a Lifetime*, a non-scripted television series featuring documentary filmmakers. The show, to be filmed in India early in 2013, will bring together young talent from diverse backgrounds in a competition in which contestants team up to produce short documentary films focusing on United Nations priorities;

(c) In January 2013, the key scenes of a forthcoming French feature film were shot at United Nations Headquarters, including in the General Assembly Hall and the Security Council Chamber. While the film is fictional, the scenes shot at the United Nations highlight the role of the Organization as the forum where the international community comes together to address global issues.

B. United Nations Day Concert

26. The 2012 United Nations Day Concert featured United Nations Messenger of Peace Stevie Wonder performing with a line-up of special celebrity guests, including Sting, Janelle Monáe and Valerie Simpson. Under the banner of "A message of peace", Stevie Wonder performed many of his best-known songs, in celebration of the work and values of the United Nations. The 90-minute concert was broadcast live on the United Nations website and broadcast separately in the United States by Black Entertainment Television in February 2013.

VI. Engaging the public

A. Speaking engagements and briefings

27. From 1 September 2012 to 28 February 2013, the Department's speakers' bureau organized and facilitated an estimated 150 briefing programmes at United Nations Headquarters, 10 speaking engagements away from Headquarters (not including the "UN4U" programme) and five videoconferences, reaching an audience of approximately 12,000 people.

28. The Department continued to respond to direct communications received from the public in many forms, social media (Facebook), e-mails, letters, telephone calls and petitions. It produced fact sheets on peace and security, the Millennium Development Goals and six decades of guided tours for the Visitors Centre webpage, including for distribution in the United Nations Visitors' Lobby.

Lessons learned

29. Obtaining venues for briefings posed a significant challenge in 2012 and will continue to be difficult in 2013 owing to the capital master plan. More outside speaking engagements are envisaged with a view to overcoming the lack of venues at United Nations Headquarters.

B. Exhibitions and guided tours

30. From 1 January 2012 to 30 November 2012, a total of 246,952 visitors toured United Nations Headquarters: 155,857 visitors took a guided tour, while 91,095 took an audio tour. Tours were offered in all six official languages, as well as in German, Italian, Japanese, Korean and Portuguese, in response to popular demand.

31. Between September 2012 and February 2013, 11 exhibitions opened to the public in the Visitors' Lobby at Headquarters.

32. The General Assembly Building, where the Visitors' Lobby is located, is scheduled to be closed for renovation for 18 months beginning in 2013. It is proposed that, pending confirmation of availability, a small space for exhibitions be set up on the ground floor of the Dag Hammarskjöld Library Building, along with a visitors' centre with a public enquiries counter, a stamp sales concession, a bookshop and a gift shop.

33. The Department reached a milestone on 2 November 2012 by celebrating 60 years of informing the public of the Organization's work through guided tours at United Nations Headquarters. During the past six decades, more than 40 million visitors have been introduced to the United Nations by a multinational, multilingual team of tour guides. The Department marked the occasion with the launch of a special photographic exhibition in the Visitors' Lobby inaugurated by the Secretary-General. Feature stories, videos and interviews were posted internally on the United Nations iSeek platform and disseminated to the public using social media.

34. The onset and aftermath of Hurricane Sandy, which struck New York City on 29 October, resulted in significant damage to United Nations Headquarters and led to its closure for several days. Guided and audio tours did not operate for nine days, resulting in an estimated revenue loss of $120,000. As at 1 January 2013, audio tours were no longer being offered owing to the anticipated closure, under the capital master plan, of the General Assembly Building on 1 April 2013. Guided tours will continue to operate in the newly renovated Conference Building.

35. The Department launched a new and exciting children's tour in February, the aim of which is to encourage children to play an active role in their own communities on the basis of the principles of the Organization. To enhance the experience for children between the ages of 5 and 12, the Department developed child-friendly materials, educational activity booklets, comic characters, interactive games and quizzes relating the work of the United Nations, its main pillars and its core priorities.

C. Visitors Services online

36. The Visitors Services website (http://visit.un.org) logged 115,210 visits and 343,679 page views. The website provides information on the services offered at United Nations Headquarters to visitors, including tours, exhibits, lectures, shops and the post office. It also includes fact sheets and answers to frequently asked questions. The Facebook page had more than 5,800 fans, a significant increase in one year. Currently, six tour guides actively engage in tweeting daily news on the work and activities of the Organization in multiple languages.

VII. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

37. In January 2013, the Department organized a number of activities during a week-long observance of the International Day of Commemoration in memory of the victims of the Holocaust, under the theme "Rescue during the Holocaust: the courage to care".

38. Two exhibitions were jointly opened in the Visitors' Lobby on 22 January which helped to tell the story of individuals who risked their lives to save Jews and others from Nazi persecution and murder. *The World Knew — Jan Karski's Mission for Humanity* was produced by the Polish History Museum in partnership with the Ministry of Foreign Affairs of Poland and the Jan Karski Educational Foundation; and *Whoever Saves a Single Life — Rescuers of Jews during the Holocaust* was curated by the Jewish Foundation for the Righteous.

39. The role that diplomats played as rescuers during the Holocaust was highlighted in the documentary film *The Rescuers*, screened by the Department on 23 January at United Nations Headquarters. A panel discussion, which included the film's director, followed. The week culminated in the launch of Volume II of the Programme's *Discussion Papers Journal*, with articles written by scholars from around the world, and the annual memorial ceremony, held in the General Assembly Hall on 25 January.

40. To support the outreach activities of the global network of United Nations Information Centres, the Department provided an eight-part poster series on the subject of "rescue" to the field offices. A teacher's guide and student handouts describing individual stories of rescue accompanied the posters, which convey the values of self-sacrifice, integrity and moral courage. The United Nations Information Centres in Buenos Aires and Moscow, the United Nations Information Service at Geneva and the United Nations Regional Information Centre in Brussels produced those educational materials and the film *The Rescuers* in Spanish, Russian and French for use in classrooms. Other information centre activities included commemorative ceremonies held in partnership with Member States, a student poster contest, educational briefings, book launches and photographic and video exhibitions. Overall, 35 United Nations information centres organized 82 activities for the annual Holocaust memorial observance.

41. The courageous efforts and legacy of Raoul Wallenberg, the Swedish diplomat credited with saving the lives of tens of thousands of Jews during the Second World War, was the subject of a special Department event held in New York City at the Museum of Jewish Heritage — A Living Memorial to the Holocaust, in September 2012. The event was attended by more than 30 permanent representatives to the United Nations.

42. A significant turning point in the history of the Holocaust was the Kristallnacht pogrom of November 1938. In 2012, the Department focused on a lesser known aspect of this history, referred to as the "Holocaust by bullets", which resulted in the murder of Jews, Roma and Sinti in the former German-occupied republics of the former Union of Soviet Socialist Republics and Eastern Europe. With the participation of the Permanent Mission of France to the United Nations, Father Patrick Desbois, a French priest working to uncover the unmarked mass

graves, joined the United Nations Office on Genocide Prevention and the Responsibility to Protect in a discussion held by the Department on 7 November. The following day, the Department, in partnership with the Permanent Mission of the Russian Federation to the United Nations, welcomed scholar Ilya Altman to examine recent progress made in the field of Holocaust education in the Russian Federation.

43. In order to focus public attention on the genocide in Cambodia, the Department partnered with the Museum of Tolerance New York and Rutgers-Newark Centre for the Study of Genocide, Conflict Resolution and Human Rights, and the Documentation Centre of Cambodia to screen the film *Cambodia: A Quest for Justice* and hold a panel discussion on it. The event was held at the Rutgers-Newark campus in October 2012.

B. Commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

44. The year 2013 marks the 150th anniversary of the Emancipation Proclamation in the United States and the 180th anniversary of the Slavery Abolition Act in the British Empire. Under the theme "Forever free: celebrating emancipation", the Department, in coordination with Member States of the Caribbean Community and the African Union, will be organizing numerous activities in connection with those landmark events and increase the reach of the commemorative programme. Events at United Nations Headquarters will start with an exhibition from 11 February to 26 March. The commemorative week will open on 18 March and conclude on 25 March with a solemn meeting of the General Assembly. Planned activities include a briefing for non-governmental organizations, a global student videoconference, presentations and book signings by various scholars, a cultural and culinary event, a film screening and a concert followed by a gala reception, which will serve as a fundraiser for the permanent memorial at the United Nations in honour of the victims of slavery and the transatlantic slave trade. United Nations information centres around the world will organize a number of activities for the International Day, including a screening of a new film produced by the United Nations Educational, Scientific and Cultural Organization, *Slave Route: The Soul of Resistance.*

VIII. Reham Al-Farra programme

45. The Department held the thirty-second annual Reham Al-Farra Memorial Journalists Fellowship Programme at United Nations Headquarters in New York from 4 to 28 September and, for the first time, in Geneva from 1 to 5 October 2012. The United Nations Information Service at Geneva hosted the Programme, which focused on human rights and humanitarian assistance. A total of 11 junior and mid-level journalists specializing in print, television, radio and online media — six women and five men, from Armenia, Brazil, Bulgaria, Burundi, Kazakhstan, Liberia, Malawi, the Niger, Saint Lucia, Saudi Arabia and Yemen — participated. For the first time, there was a strong social media and a "virtual" aspect to the Programme, with eligible candidates from countries not selected invited to follow on Facebook and Twitter. Course handouts and PowerPoint presentations were made

available online for further use. Highlights of the five-week programme included an academic workshop at Fordham University, a social media workshop and participation in the Social Good Summit at the 92nd Street Y in New York City. Participants reported and produced stories in collaboration with the Department's News and Media Division, covering the activities of the General Assembly at its sixty-seventh session.

IX. United Nations flagship publications

Yearbook of the United Nations

46. In September 2012, the sixty-second edition of the *Yearbook of the United Nations* (2008), the reference work on the annual activities of the Organization, was published in print form and as an e-book. Early in 2013, the e-book collection of the *Yearbook* series was expanded to include all volumes back to the fifty-fourth (2000) edition.

The United Nations Making a Difference

47. In October 2012, the English version of the educational calendar *The United Nations Making a Difference* was published. Because of the impact of Hurricane Sandy on printing and distribution facilities at United Nations Headquarters, the calendar was distributed in limited numbers to United Nations information centres beginning only in December, while printing of the Arabic-, Chinese-, French-, Russian- and Spanish-language versions was delayed. In the meantime, print-ready files were made available to information centres for local printing worldwide. An Azeri edition, produced by the United Nations Office in Baku, was made available at the end of 2012.

UN Chronicle

48. In September 2012, the third issue of the *UN Chronicle*, the Organization's flagship periodical since 1946, was published in print form and as a mobile application. The journal considered the progress made and lessons learned in trying to redefine diversity and improve dialogue among civilizations and cultures during the past decade. Contributors included Mohammad Khatami, former President of the Islamic Republic of Iran, and Ali Gomaa, the Grand Mufti of Egypt.

49. In December 2012, the fourth issue of the *UN Chronicle* was made available as a mobile application and sent to print. The issue examined the problem of delivering justice at the national and international levels in the context of the rule of law. Contributors included Jan Eliasson, Deputy Secretary-General, Navi Pillay, High Commissioner for Human Rights, Judge Sang-Hyun Song, President of the International Criminal Court, and Michelle Bachelet, Executive Director of the United Nations Entity for Gender Equality and the Empowerment of Women.

UN Calendar of Observances: Making a Difference

50. The mobile application *UN Calendar of Observances: Making a Difference* was developed by a team of United Nations Volunteers working online with the Department. In December 2012, as part of its observance of International Volunteer Day, the Department launched the application, together with United Nations

Volunteers and the American Association of Retired Persons. The application allows users to import United Nations observances into their mobile application calendar, with options for connecting to e-mail and social media. In the two weeks following the launch, the application was downloaded more than 2,000 times worldwide.

Basic Facts about the United Nations

51. The Hindi version of the latest edition of *Basic Facts about the United Nations* was published in January 2013 and made available on the website of the United Nations information centre in New Delhi. The publication is also available in Azeri, Dutch, English, French, Hungarian, Italian, Japanese, Korean and Spanish.

X. Sales and marketing: expanding access to knowledge and information in all formats

A. Sale and marketing of United Nations publications

52. The Department continued to expand its digital publishing programme, which included completion of the beta 3 version of the United Nations e-collection and the launch of a new microsite (http://www.un.org/digital) which aggregates and organizes the Department's new digital publishing services. Approximately 390 titles were published digitally (by way of comparison, in the same period fewer than 200 new print titles were published) and three new mobile applications launched: *Africa Renewal, UN Calendar of Observances* and *Making a Difference*.

53. The Department released the first edition of *United Nations at a Glance*. Conceived as an educational resource, this guide provides a starting point for readers new to the United Nations. Illustrating the history of the Organization, with photographs and real-life stories from the field, *United Nations at a Glance* covers the Organization's array of work in international peace and security, economic and social development, human rights and humanitarian action. The guide illustrates the Organization's response to such contemporary challenges as the global financial crisis, food insecurity, counter-terrorism, climate change, natural disasters, intolerance, poverty and epidemics. The publication, available in print at http://www.un.org/publications and in major bookstores, is also available on electronic readers.

54. The Department published a collection of selected speeches and opinion and editorial articles by the Secretary-General. The collection, also available as an e-book, illuminated the work of the United Nations at a time of transition and test for the international community.

55. The Department entered into an agreement with LEGO to create a toy brick model of the United Nations Secretariat produced as part of the LEGO Architecture series.

56. The Department continued to promote publications using social media platforms. The number of followers increased to 10,300 on Facebook and 42,600 on Twitter. In addition, *New and Noteworthy*, a weekly electronic newsletter, added more than 15,400 subscribers.

57. The United Nations Bookshop despite the challenges posed by Hurricane Sandy, continued to provide reliable and professional service to delegates, United Nations staff and the general public, increasing its overall sales by nearly 15 per cent. The United Nations Bookshop also organized high profile "meet the author" events, which included book signings by Kofi Annan, former United Nations Secretary-General, and Kathryn Bolkovac, a former United Nations International Police Force monitor.

B. *United Nations Development Business*

58. *United Nations Development Business* launched its new website on a more open and user-friendly platform, increasing traffic by 30 per cent. Concurrently, more content was posted on behalf of its content providers, comprising mainly multilateral banks, but also Governments that pay for tender announcements in *Development Business*. Compared with previous years, 19 per cent more content was received in 2012, a trend that is expected to continue in 2013.

Graphic design

59. The Department's Graphic Design Unit continued to support the Organization-wide print and electronic products for publications and outreach campaigns by offering a complete creative service. The team offered production and pre-press services to all client departments, which included project production analysis, cost estimates and specifications for both internal and external printing.

60. During the reporting period, the graphic design team completed about 150 products for campaigns and conferences, brand identities, logos, brochures, books, posters, signage, banners and press kits. During the same period, the team produced corporate branding for International Human Rights Day, the sixtieth anniversary of United Nations guided tours, the International Day of Peace, the United Nations Day Concert, the Economic and Social Council "A future free of hunger" campaign, and United Nations Mine Action Service high-level meetings. The team created most of its designs in all six official languages of the United Nations. The team continues to encourage a paperless environment by sharing campaign and conference design materials electronically for global access, which has also reduced the impact of printing and shipping. The team is also starting to prepare e-books and is exploring other electronic outputs to further reduce the need for printing.

61. The Graphic Design Unit won three international Gold Awards during the reporting period and the chosen designs were included in *Graphis Poster* and *Logo Annuals*. The awards were given for a Haiti commemorative poster, the Zero Under Eighteen campaign logo and the United Nations police logo.

XI. Library services

62. The Dag Hammarskjöld Library is continuing its modernization programme to digitize the Organization's parliamentary records dating back to 1946. As at 30 November 2012, the Library had digitized 253,410 important historical documents (2,384,157 pages). Between September 2012 and February 2013, the

Library completed the process of digitizing the official records of the General Assembly issued between the first and the forty-seventh sessions in English, French and Spanish, thus ensuring online access to them through the Official Document System (ODS) of the United Nations. The United Nations Office at Geneva Library is completing the digitization of the same documents in Arabic, Chinese and Russian. Also noteworthy is the completion of the digitization of the *Index to Proceedings of the Security Council* from 1946 and the initiation of the digitization of the verbatim records of the plenary meetings of the General Assembly.

63. During the reporting period, the Library created and assigned 12,340 metadata records to newly published United Nations documents and publications to facilitate search and retrieval, while maintaining an authoritative index of terms and the thesaurus in the six official languages. Those metadata records and authoritative resources provided United Nations staff, Member States, delegations and the global community with access to United Nations documentation by means of the United Nations Bibliographic Information System — which held the records of 862,600 United Nations documents and publications as at 1 December 2012 — ODS and the Index to Proceedings of the three major United Nations organs.

Depository libraries

64. In 2012, the Library began a complete review of the United Nations Depository Library Programme in collaboration with 365 depository libraries. The aim was to ensure that depository libraries received the necessary United Nations information in the formats that were most useful to their reader audiences. The Library continued to strongly encourage depository libraries to move to the use of electronic access in preference to print documents and publications. While promoting a move to online access, the Library took into account the varying degrees of reliability in terms of Internet connectivity, especially in the developing and least-developed countries. The Library is also working with depository libraries to encourage and promote their outreach efforts in connection with United Nations-related issues.

Capacity-building and outreach of library services

65. The Dag Hammarskjöld Library offers research and training services to delegates, Secretariat staff, related United Nations bodies and agencies and external researchers. Between September 2012 and February 2013, eight reference librarians answered approximately 2,000 queries and delivered between 5 and 10 training classes every month, some of which were on new subjects, including electronic resources and e-books.

66. The Library adopted a new online platform to disseminate information on subscribed electronic resources as well as United Nations databases and research tools (http://research.un.org). The platform contains a knowledge base consisting of an ever-increasing number of frequently asked questions about the United Nations and its documentation (http://ask.un.org). The Library continued to use social media to disseminate information about newly released publications, reports and information-related activities of the United Nations.

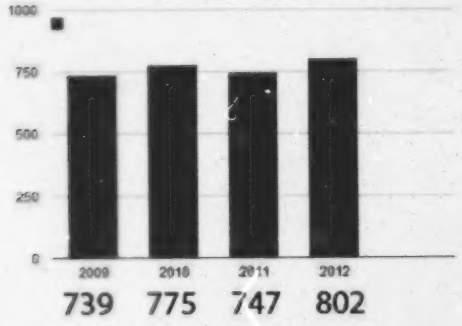
67. The Library continued to provide support to other United Nations websites. For example, it regularly updated the tables of resolutions in English, French and Spanish that were published on the General Assembly website and supplied similar

tables on Security Council meetings and actions that were posted on the Council's website.

68. The global review of United Nations libraries, co-chaired by the Dag Hammarskjöld Library in New York and the United Nations Office at Geneva Library, benefited from the active participation of all eight libraries of the Secretariat. Two working groups were formed to study strategies and plans of similar libraries outside the United Nations and to identify areas where the United Nations libraries could harmonize their operations while maintaining local strengths.

XII. Internal communications

Total number of stories on iSeek per year



69. The Secretariat intranet, iSeek, continued to be accessed by staff and personnel worldwide. During the reporting period, the iSeek team posted close to 500 stories on various issues, including peacekeeping, social media, young people, the United Nations Conference on Sustainable Development working with civil society and changes in human resources. Stories were also provided by offices away from Headquarters, including United Nations information centres, peacekeeping missions and other duty stations.

70. The deleGATE site continued to be accessed by United Nations delegates based in New York. In 2012, deleGATE received 122,623 visits with 270,031 page views; 77.9 per cent of the visits came from visitors whose browsers were set to English; 2.57 per cent set to Chinese; 2.18 per cent set to Spanish; 1.83 per cent set to French; and 1.22 per cent set to Russian.

XIII. Conclusions

71. **The capital master plan renovation of United Nations Headquarters in New York continues to pose challenges to the Department's outreach services that require dedicated infrastructure for engaging with visitors, non-governmental organizations and students. The Department nonetheless made every effort to maintain its usual level of service during the reporting period.**

72. **In the current biennium, the Department intends to focus and expand its outreach efforts in respect of young people; establish new partnerships with traditional and new constituencies; and continue the modernization of the Dag Hammarskjöld Library.**

73. **The Outreach Division's most successful initiatives have been strengthened by the support that Member States have provided by linking the United Nations core outreach mission with their own. As a result, the Department was able to enhance and diversify the range of its programmes, products and services. The active involvement by a number of Member States in the "Unlearning intolerance" seminars promoting respect and understanding among peoples of different faiths and cultures; briefings to students and non-governmental organizations on United Nations priority issues; Holocaust remembrance activities; and commemorative events on the Transatlantic Slave Trade are just some of the examples of how the Division is working with Member States and others to engage global civil society and the wider world.**